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## The Apparel Industry and the Lasting Impact of Fast Fashion

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**The Apparel Industry and the Lasting Impact of Fast Fashion**

**By**

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**An Honors Thesis in partial fulfillment of the requirements for the degree  
Bachelor of Science in International Business in  
Marketing**

**Sam M. Walton College of Business  
University of Arkansas  
Fayetteville, Arkansas**

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## Table of Contents

1. Introduction.....	3
2. The History of Fast Fashion and What It Is Now.....	3
3. Polyester and the Environment .....	3
4. Fast Fashion Companies and Their Target Market.....	5
5. The Employees Behind Fast Fashion.....	5
6. Recessions and Disruptions to the Fashion Industry.....	6
7. Low Income Families: The Exploited Market .....	6
8. How Do We Move Forward?.....	6
9. Research Purpose and Methodology.....	7
10. Research Results.....	8
11. Limitations of Study.....	11
12. Further Research.....	11
13. Conclusion.....	11
14. References.....	13
15. Appendix.....	16

## **Introduction**

Personal style is how everyone expresses their individuality and personality; there is nothing inherently wrong with wanting to buy clothes to do that. The issue arises when big corporations take advantage of this and sell products to consumers that end up hurting rather than healing. It is often forgotten how much of an impact big business has on our everyday lives; they can affect our economy, our atmosphere, or even our daily interactions. Customers are beginning to realize that there are positive and negative consequences to their purchases. On one hand, shopping is a great way to boost the economy, but on the other hand, it is a way to generate a copious amount of waste and increase carbon emissions. It is necessary to hire employees to manufacture products for customers to buy, thus increasing jobs; however, that can also increase outsourcing and maltreatment of those employees. There are a lot of different industries that are consistently dealing with this balance, some less focused on how to combat the negative effects than others. One of the main industries not as concerned about this balance is the apparel industry.

In the last 60 years, the apparel industry has become “the second most polluting industry in the world” (TED, 2016). The ability to produce larger quantities of product in shorter amounts of time at lower prices has introduced the concept of “fast fashion” to this industry. This trend, followed by big box stores and online retailers, analyses fashion trends, replicates them into cheaply made clothes, and then sells them to unsuspecting consumers. These items do not last past two to three wears. In the EU, “Clothing accounts for between 2 % and 10 % of the environmental impact of ... consumption (Šajin, 2019, p.1). We are living in a pivotal time. Consumers influence everything businesses do. If they do not take a hard look at what they are purchasing and why, the damages caused are going to be irreversible.

## **The History of Fast Fashion and What It Is Now**

In the 1960s, American consumers took shopping for clothes very seriously. They were making decisions based on quality and whether it would be an investment. Consumers were “investing in 25 new pieces of clothing a year” (TED, 2016). That number has drastically increased in the last 50 years. Lower trade barriers and the drive to outsource labor led to the ability to make clothes cheaper and faster (TED, 2016). The companies selling these clothes had access to large amounts of money to use for marketing. They had to somehow prove that these poor-quality items were high fashion. They succeeded in this endeavor; as consumers, “we purchase three times as much as we did in the sixties” (TED, 2016).

Fast fashion companies are very attracted to outsourcing labor and production. For example, “most products on the internal EU market [are] manufactured outside the EU, often in countries with lower labour and environmental standards” (Šajin, 2019, p. 2). A lot of production in the United States and in Europe is sourced from China; in fact, US clothing production currently is “less than 2%” (TED, 2016). It is very rare that you see tags with “Made in U.S.A” on them.

## **Polyester and the Environment**

The material that fuels the fire of fast fashion is polyester, “a polluting plastic made from fossil fuels that is in over half of our clothing” (TED, 2016). It is the prime reason for the low

quality of fast fashion apparel. Polyester is a non-biodegradable material. There is no way to get rid of this material. If it were to be burned, that would pollute our ecosystem even more (“Journal of Bioremediation,” n.d.). This results in the terrifying fact that “every piece of polyester that has ever been produced is still on the planet today” (TED, 2016). Moreover, these fibers are difficult to recycle. In fact, “only less than one percent of all materials that are used in clothing is recycled back into clothing” (Šajin, 2019, p.5). Making these clothes ends up being a huge waste of resources and space. They have nowhere to go once they have been used to their full extent.

Polyester is made of something called “microplastics.” These minuscule fibers “release toxins into the environment ...” (Šajin, 2019, p. 3). These particles are released when clothes are washed. It has been proven that a full load of polyester clothes can release “700,000 microplastic fibers” (Šajin, 2019, p.3). This is a massive number of toxic plastics contaminating our water and food systems. This is a relatively new discovery, so there is not a lot of research on the effects of microplastics and our immune systems. Health experts believe there must be some negative consequences (Reports, 2019).

Along with polyester, the dyes that are used on these clothes are prone to entering our water systems as well. In developing countries, once the process of dyeing the clothes is completed, “ninety percent of dye houses... release the [excess dye] into local freshwater supplies” (TED, 2016). All in all, this adds up to the fact that “the apparel industry is the second greatest polluter of freshwater globally” (TED, 2016).

Another negative aspect of polyester a lot of consumers experience is that it is not breathable. This material causes wearers to sweat more because it is harder for heat to be released. Although this is not a huge problem and it does not have huge implications towards the environment, it is an aspect to polyester that is not experienced with natural fibers (TED, 2016).

The final and most problematic aspect of polyester is how much energy is needed to produce it. The process of creating polyester that can be used to make clothes requires “large amounts of water and chemicals” (Šajin, 2019, p.4). Even more resources and energy are needed to make a t-shirt or a pair of pants. The worst part of this is the energy source being utilized to make all these products is one of the absolute worst pollutants in the environment: coal. We import a lot of our products directly from China. In China, “three fourths of the energy supply is from coal” (TED, 2016). In our current climate, it is critical to be mindful of what harmful things are being released into the atmosphere. It is imperative to limit carbon emissions as much as possible. Unfortunately, that is not being executed in the apparel industry. This industry is responsible for “10% of total carbon output for the entire world” (TED, 2016). Actions to decrease this number need to be taken fast if there is to be any change in this industry.

There is just too much being produced for it all to be consumed. If you think about it, every time you walk into a store that sells these clothes, there are endless shelves consistently stocked with new items. Not all of that inventory is going to be purchased. It is not uncommon that a company will choose to shred or throw away clothes that will “end up in landfill where they release methane” (Šajin, 2019, p.4). As mentioned before, some may choose to burn that unused product, releasing harmful pollutants into the environment. In 2018, it was discovered that Burberry was doing this to keep their products from being discounted. H&M also partakes in this practice (Siegle, 2018). Companies need to donate their excess inventory. It is unnecessary to try and get rid of these clothes when they could donate them to people who are willing to wear them. Reducing waste takes priority over preserving brand image.

## **Fast Fashion Companies and Their Target Market**

It is important to recognize who the industry players are to put a face to the name. Most of these organizations are “multinational retail chains, [relying] on mass production, low prices and large volumes of sales” (Šajin, 2019, p.2). Some of the big names in this industry are Walmart, H&M, Zara, Forever 21, Shein, and Gap (Martinez, 2019). It is an appealing way to conduct business due to its low costs and high profits.

The target market of these companies is simple: it is all consumers capable of purchasing their products. Retailers, for example Walmart, will have clothing options for everyone from babies to elderly adults. There are some ages that care more for the actual style of the clothes; this is most likely teenagers and adults. All these age groups are drawn to the low prices of these high fashion dupes. They can keep up with current trends without breaking the bank.

## **The Employees Behind Fast Fashion**

It is necessary to look at who is making these clothes. This is a huge industry that employs millions of people. Data has shown that “one in six people work in the apparel industry” (TED, 2016). “Eighty percent” of the demographic is women and “ninety-eight percent of employees are not making a living wage” (TED, 2016). It is unacceptable to have this many employees working for little to nothing.

As mentioned before, outsourcing production is a huge aspect to the fast fashion process in the US and in the UK; in fact, “in 2015, the main exporters to the EU were China, Bangladesh, Turkey, India, Cambodia and Vietnam” (Šajin, 2019, p.2). A lot of these factories are poorly managed and have very low-quality working conditions. Horror stories surface all the time about factories burning down or collapsing with people locked inside. There was one in Bangladesh that was so violent that it caused top retailers to stop selling products from factories with poor safety standards. One name notably did not commit to this agreement: Amazon. They have continued to sell clothes from third-party factories deemed “too dangerous to allow in [our] supply chain” (Scheck et al., 2019). One factory they deal with in Chittagong, Bangladesh locks their employees inside a room, with no fire alarms, for hours at a time. With Amazon, there are millions of third-party sellers; this leads to a lack of inspections and background checks (Scheck et al., 2019). This is a huge weakness for them. There is a huge opportunity for real change in this exploitive system, and it must start with big brands like Amazon.

Another thing to be concerned about in this industry is something called “shadow factories.” Companies will demand that their orders be fulfilled in a very short amount of time or cost a certain amount. When these third parties cannot fulfill these requirements, they will then outsource their production to other factories with even poorer conditions than their own (TED, 2016). There is so much we do not know about these factories because they are not being reported.

There is a lot of information hidden from consumers when they shop. They are not told what factory their clothes were manufactured in. They are not told how old the employee who made their clothes is. They are not told how much the employee is getting paid. It makes it so much easier to buy things when these facts are not disclosed.

## **Recessions and Disruptions to the Fashion Industry**

Buying behaviors tend to change when something unexpected happens in our world. If times start to get a little tough, people tend to limit their spending and try to save up. This is basic economics. How does the fashion industry fit into this model? What does it look like to spend money on clothes during a recession?

In 2008, the devastating recession “led to a boom in low-priced clothes sold by discount retailers like Ross, Target and Walmart, with little negative effect on luxury” (Arnett, 2019). Consumers had no option but to purchase substitutes for high fashion brands. Therefore, this fast fashion trend has held up so well; it allows for people to save money while copying high fashion looks. This is not inherently a bad thing. Everyone should be able to buy clothes they love at a price they can afford, but the way that it is currently being done is unacceptable.

With the arrival of Covid-19, there have been a lot of changes to the apparel industry. Due to social distancing, fashion shows had to be broadcast online this year. The pandemic has provided a sort of reality check for high fashion brands. They have come to realize all the waste they were generating with flying back and forth to fashion shows and their influence on fast fashion brands. There used to be a lot of pressure on high fashion to have a quick turn-around, so that the fast fashion brands could copy their designs. Now that things are slowing down, high fashion is starting to assess the consequences of their actions. Some have gone on to say that “the pandemic has been a kind of reset button for the industry” (Beardsley, 2020). Whether or not that idea lasts post-pandemic, remains to be seen.

Social media has also heavily influenced the way we buy clothes, especially with the emergence of “social shopping”. Social shopping is “a method of shopping on the internet where people can communicate with other buyers and sellers to discuss products, get advice about what to buy, and buy products in groups” (“Social shopping,” n.d.). Generation Z has been a huge proponent of this. In fact, they spend “2-3 times more” online shopping through social media than other customers (Wertz, 2019). The ability to share thoughts online has really shifted the way the fashion industry operates.

## **Low Income Households: The Exploited Market**

It is unfair to discuss this topic without highlighting how it helps low-income families. They do not have a lot of options when it comes to shopping and the discounted prices allow customers to buy these items. It would be insensitive to negate the struggle of shopping ethically when you just do not have the financial means to do so. This speaks to the need that shopping ethically and sustainably needs to be more accessible. Shopping ethically and sustainably should be the norm, not the exception.

Due to Covid-19 and the ensuing recession to follow, there will be a lot of families and individuals who are going to be facing this dilemma (Marte, 2019). It is irresponsible of these companies to sell such disposable clothing to their vulnerable consumers.

## **How Do We Move Forward?**

As consumers, we hold all the power. We have the opportunity to make a huge impact in this industry. The very first thing to do is to educate yourself. A great way to do this is by researching the topic and understanding what fast fashion is. This is a fairly new issue that is just

beginning to be researched and discussed. Learning as much as possible about this topic can allow for the best buying decisions. Learn who the companies are and get to know where they source their products from. Learn what the product is made of by checking the tags (TED, 2016). Usually, the producers will inform you right on the tag what the fiber blend is. If the product is made of polyester, it might be a good idea to rethink that purchase. Educate others about the subject too. It is important to remember not to shame those who cannot afford anything else. The best thing to do is encourage them to shop local or at thrift stores.

It is necessary for companies to be more transparent with their consumers about their “environmental footprint” (Šajin, 2019, p.7). It makes it so much easier on the consumer to make an informed decision when the information is readily available. If the retailer does not feel comfortable with that information being released, then they know there is a problem with how they are running things.

The obvious contrast to fast fashion is “slow fashion.” Slow fashion “is an attempt to convince consumers to buy fewer clothes of better quality and to keep them for longer” (Šajin, 2019, p. 5). Investing in quality clothing is the key to combating this issue. The goal is to encourage stores to sell less quantity; this can be accomplished by purchasing less. Checking the products’ seams, overall quality, and really enjoying your purchases is a great way to make mindful buying decisions (TED, 2016).

Some brands are beginning to offer clothing repair and upcycling options in their warranties. They are providing the services and the instructions for customers to make the best decision for themselves. Upcycling is a form of recycling, but it is in a way that makes the product better than it was in its original state (“Upcycle,” n.d.). For example, taking an old pair of jeans and styling them in a very trendy way, or taking an old mug and turning it into a candle. There are limitless options (Šajin, 2019, p. 6).

Another method is by providing better methods of washing and drying clothes. One of the big things I mentioned before was the microfibers that get displaced into our water systems. Washing in cold water and air drying are two simple ways to reduce your carbon footprint (Šajin, 2019, p.7).

## **Research Purpose and Methodology**

The purpose of this research tries to address current shopping behaviors and how they could potentially change with education and awareness. It is important to see where customers are buying from and how often. If participants are willing to re-evaluate their shopping habits, then there is a real chance for change in the industry.

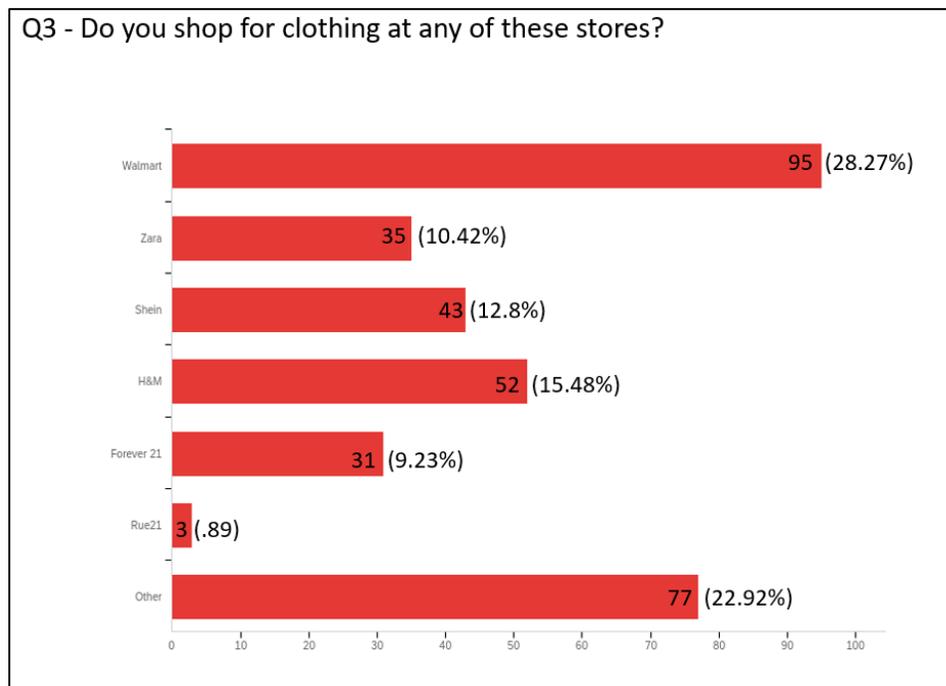
Through primary research conducted through a survey online, data was collected from a mixture of college students, local consumers, and out-of-state participants. Customers ages 18 to 75 were asked a multitude of questions to determine their shopping behaviors; the majority of participants falling into the 18-24 age range. Questions were designed to understand which fast fashion retailers’ customers are primarily shopping for their clothes, whether customers are investing in their purchases, and how they are disposing of their garments. Questions were also proposed to gauge if consumers would be willing to change their shopping routine after taking the survey.

Throughout the survey, data was collected through multiple choice, free response, and Likert scale-based questions. After the appropriate number of responses was reached, the data collected was converted to an excel spreadsheet and analyzed. The study was intended to

discover how much of an impact fast fashion has had on all types of customers: different ages, genders, and backgrounds. To compare the results for each type of group, a Pivot Table was conducted.

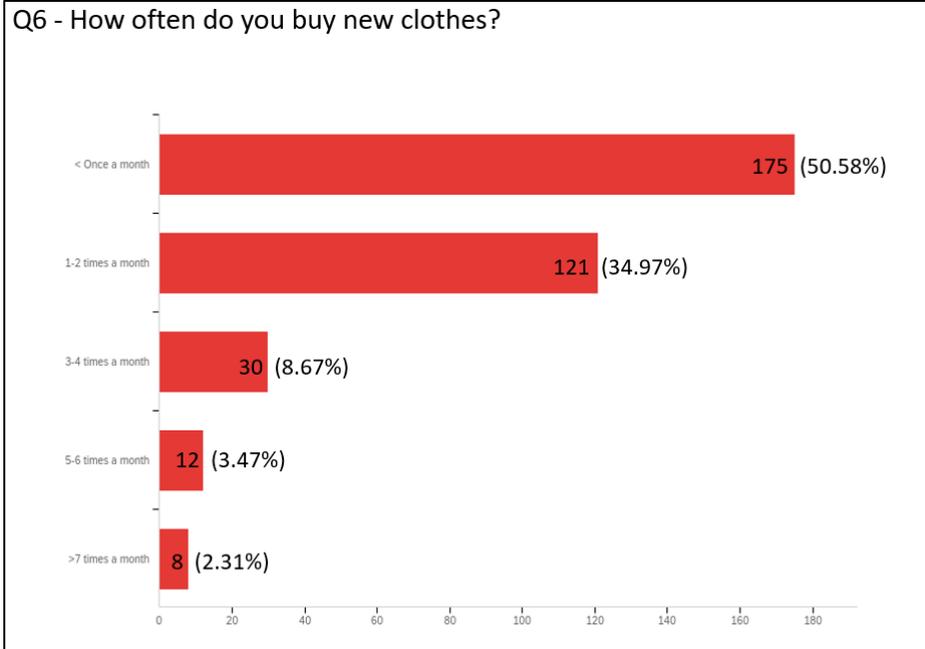
## Research Results

In my research, I desired to know the age group and gender of the leading contributors to the purchase of clothing from fast fashion brands. By age group, most fast fashion shoppers were between the ages of 18 and 24. Of that age group, 147 out of 157 female respondents stated that they shopped at a fast fashion company. Out of 135 men in this age group, 115 said they consistently shopped at a fast fashion location. When only looking at gender, about 89% of women and 81% of men who took my survey stated that they buy from fast fashion companies. The chart below displays how many total participants shop at which stores.



When looking at this industry, it is important to see how often consumers are throwing away their used clothes. When prompted, 107 out of 190 women said that they re-wear their clothes more than 11 times or just keep everything. 120 out of 150 men chose the same response. While only 56% of women indicated that they are saving their clothes, 80% of male respondents said they save their clothes.

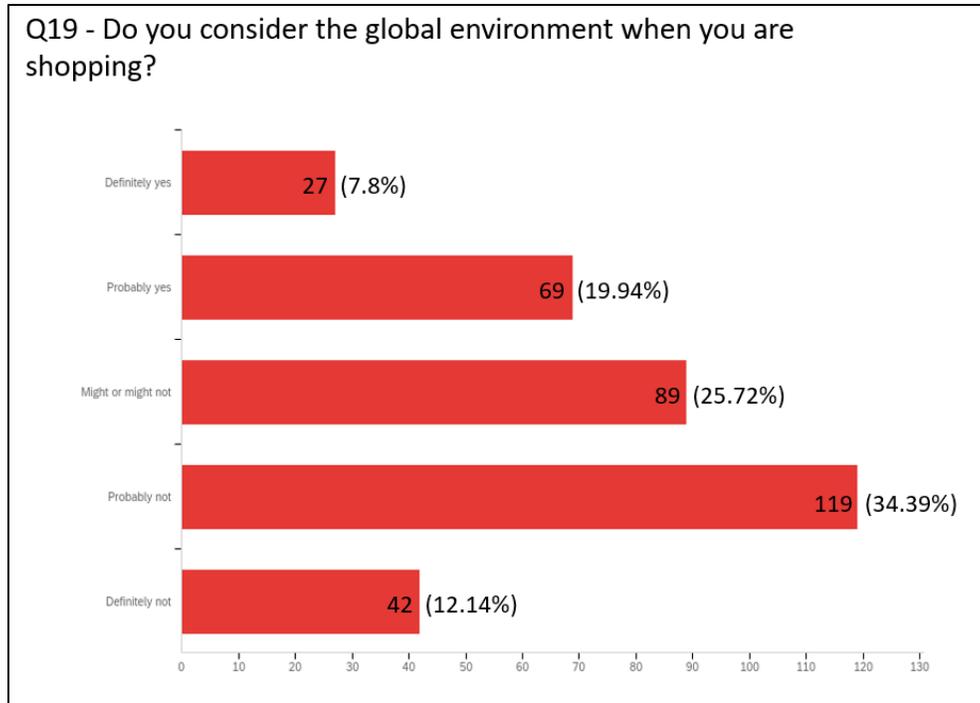
In this study, I wanted to know who shopped the least amount. Of the respondents between the ages of 18 and 24, 42% of females said they buy clothes 1-2 times a month. 57% of men ages 18 to 24 said they buy clothes less than one time a month. 10 out of 11 participants aged between 55 and 64 said they shop less than one time a month as well; 8 out of 8 of these respondents were women.



As seen in the graph above, most of the survey responses indicate that customers are not shopping in excess; mainly 1 to 2 times a month or less.

Other highlights from this study include:

- 62% of women aged 18 to 24 who took the survey said that they donate their clothes “most of the time or always.”
- 45% of men aged between 18 and 24 who took the survey said they donate their clothes “sometimes.”
- 56% of women between 18 and 24 said investing is only “slightly important” to a purchase.
- 50% of men between 18 and 25 said investing is “extremely important” to a purchase.
- 53% of women and 23% of men aged 45 to 54 found it “slightly important” to invest in a purchase.
- 32% of women aged between 18 and 24 considered themselves to “probably not” be concerned with the environment.
- 42% of men aged between 18 and 24 considered themselves to “probably not” be concerned with the environment.



The graph above displays how all the respondents voted on this question. When asked “*Do you consider the global environment when you are shopping?*” the majority of respondents answered, “probably not.”

- 38% of total females and 39% of total men who took this survey do not consider who is making their clothes when making a purchase.
- 61% of women said they had “definitely” heard of fast fashion before taking the survey; 20% of men said they had “definitely” heard the term before
- 35% of men said they had “definitely not” heard the term before
- 37% of total females said they would “probably yes” consider changing their purchasing habits post survey; 15% of men responded the same.
- 44% of males said they “might or might not” change their habits post survey.

## **Limitations of Study**

The main limitation I had when conducting this research was finding respondents outside of a university in the south. 83% of female and 90% of male participants were between 18 and 24 years old. There is also the missed opportunity of engaging with a larger sample size. I collected responses from 350 people. Some of the questions could have been arranged to accept multiple answers, especially the first question. Respondents are shopping at multiple retailers, not just one.

## **Further Research**

There are other topics that I did not explore in this paper due to how new this phenomenon is. How fast fashion affects different races, countries, and body sizes are some other areas where research could be conducted

## **Conclusion**

It is obvious from the survey responses that fast fashion is entrenched in our society. Over 80% of men and women are consistently shopping at these stores. It is understandable why customers are drawn to these types of businesses: they are affordable and convenient. What is important is to look at is the behavior surrounding the items being purchased. Are the garments being thrown out after minimal use? 67% of participants indicated that they always re-wear their clothes. My research also showed that these participants are not shopping in excess. The majority said they tend to shop between 0 and 2 times a month. Men specifically tended to shop less and save their clothes more often than women. More men than women believed in investing in purchases too.

When prompted if participants considered the environment when making purchasing decisions, 74% of participants between 18 and 24 responded “probably not.” 77% of the total number participants also answered “probably not” when asked if they considered who was making their clothes when they made a purchase. There are a million different reasons people go shopping. If the consumer is in a hurry, or is there to look around, they are not going to want to think about the implications of their purchase for the world. On a lot of the clothing displayed, there is not a lot of information included with each piece. There are no signs that point to the ethically and non-ethically made clothes. It leaves a lot of responsibility on the shoulders of the consumer to make the right choice, when they just want to wear something that makes them happy.

It is obvious this is not being talked about enough and it is important to make people aware of this. In the survey, 61% of women had heard of the term “fast fashion” before, while only 20% of men had. That is a huge difference. If consumers are aware of the fast fashion producers, it is easier to decide where to buy clothes from.

I wanted to know whether participants felt whether their shopping habits had changed over the course of the survey. There were a lot of mixed results. For men, most of their opinions remained unchanged. 44% of the male respondents said they “might or might not” change their habits. On the other hand, women participants were more willing to part with their current

shopping habits. 37% of women said they would be willing to change their shopping habits. It is reassuring that so many people are willing to make a change in order to solve this problem.

Since starting this research, I have found that fast fashion is a delicate topic. While it is important to shop for clothing in an ethical way, there are not a lot of choices at the moment, especially for plus sized women. It is important to buy clothes that you love and feel comfortable in. This research is not to attack the consumer; it was done to put a mirror up to the supplier.

Fashion affects all aspects of life. It is important to analyze what fast fashion is, how it started, and where it is now. It is a global industry that impacts the environment, the working class, and every single consumer. It is the responsibility of these fast fashion corporations to take a good hard look in the mirror and decide to change their destructive habits. It is obvious from the data that shoppers are going to continue to shop from these retailers, and I understand why consumers are drawn to this business model. The consumer can only do so much on their part to try and solve this issue; a lot of the heavy lifting must come from the supplier end. There is so much at stake if this issue continues to go unresolved. Fashion should be something loved, not feared.

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## Appendix

# Fast Fashion Survey

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### Start of Block: Default Question Block

Q1 Dear Participant: Thank you for taking the time to complete this survey. I would like to ask you a few questions about your thoughts on the apparel industry and fast fashion. The research is supervised by Dr. Sarah Jensen at the University of Arkansas. The survey lasts about 15 minutes and will consist of multiple-choice questions, filling in the blank options, and rating your answers on a scale. Your answers will be anonymous, and your participation is voluntary. The results of the research study may be published, but your name will not be used. In fact, the published results will be presented in summary form only. Your identity will not be associated with your responses in any published format. If you have any questions about this research project, please feel free to contact Katelyn Collison by email at kacollis@uark.edu or Dr. Jensen at SJensen@walton.uark.edu. If you have questions or concerns about your rights as a research participant, please contact Ro Windwalker, the University's IRB Compliance Coordinator, at 479-575-2208 or irb@uark.edu. **By completing and submitting this questionnaire, you are agreeing to participate in the above described research project.**

Thank you for your consideration!

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Q2 In the last 60 years, consumers have tripled the amount of clothing purchased every year. This is due to the apparel industry creating fast fashion and selling it to consumers at low costs. The term "fast fashion" refers to mass produced, low quality clothing, sold at low prices. These clothing items are considered highly perishable. These items are not an investment. Stores that participate in this industry are Zara, Shein, H&M, Walmart, etc. These stores also have a huge online presence.

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Q3 Do you shop for clothing at any of these stores?

- Walmart (1)
  - Zara (2)
  - Shein (3)
  - H&M (4)
  - Forever 21 (5)
  - Rue21 (6)
  - Other (7) \_\_\_\_\_
- 

Q4 How often do you re-wear clothes purchased from the stores listed above before throwing them out or becoming tired of them?

- 1-2 times (1)
  - 3-4 times (2)
  - 5-6 times (3)
  - 7-8 times (4)
  - 9-10 times (5)
  - 11 < times (6)
  - I keep everything (7)
-

Q5 What do you look for most when buying new clothes?

- Quality (1)
  - Style (2)
  - Price (3)
  - Name Brand (4)
  - Investment (5)
  - Something to wear (6)
  - Other (7) \_\_\_\_\_
- 

Q6 How often do you buy new clothes?

- < Once a month (1)
  - 1-2 times a month (2)
  - 3-4 times a month (3)
  - 5-6 times a month (4)
  - >7 times a month (5)
-

Q7 Would you consider yourself an impulse buyer?

- Definitely not (1)
  - Probably not (2)
  - Might or might not (3)
  - Probably yes (4)
  - Definitely yes (5)
- 

Q8 Do you donate your clothes?

- Always (1)
  - Most of the time (2)
  - Sometimes (3)
  - Almost never (4)
  - Never (5)
- 

Q9 How often do you throw your clothes away?

- Always (1)
  - Most of the time (2)
  - Sometimes (3)
  - Almost never (4)
  - Never (5)
-

Q10 How much does price effect your decision to buy?

- A great deal (1)
  - A lot (2)
  - A moderate amount (3)
  - A little (4)
  - None at all (5)
- 

Q11 How important is quality to your purchase?

- Extremely important (1)
  - Very important (2)
  - Moderately important (3)
  - Slightly important (4)
  - Not at all important (5)
- 

Q12 How important is investing in your purchases?

- Extremely important (1)
  - Very important (2)
  - Moderately important (3)
  - Slightly important (4)
  - Not at all important (5)
-

Q13 How important is style to your purchase?

- Extremely important (1)
  - Very important (2)
  - Moderately important (3)
  - Slightly important (4)
  - Not at all important (5)
- 

Q14 How important is name brand clothing to you?

- Extremely important (1)
  - Very important (2)
  - Moderately important (3)
  - Slightly important (4)
  - Not at all important (5)
- 

Q15 How often do you shop online?

- None at all (1)
  - A little (2)
  - A moderate amount (3)
  - A lot (4)
  - A great deal (5)
-

Q16 Do you believe that you buy more when you are shopping for clothes online than you would in a store? Why or why not?

- Yes (1) \_\_\_\_\_
  - Maybe (2) \_\_\_\_\_
  - No (3) \_\_\_\_\_
  - I don't shop online (4)
- 

Q17 When shopping online, what catches your eye the most?

- Style (1)
  - Price (2)
  - Name Brand (3)
  - Fast delivery time (4)
  - Other (5)
  - I don't shop online (6)
- 

Q18 Do you consider yourself concerned with social issues, such as public health, social inequality, education, the environment, etc.?

- Definitely yes (1)
- Probably yes (2)
- Might or might not (3)
- Probably not (4)
- Definitely not (5)

---

Q19 Do you consider the global environment when you are shopping?

- Definitely yes (1)
  - Probably yes (2)
  - Might or might not (3)
  - Probably not (4)
  - Definitely not (5)
- 

Q20 Do you consider who is making your clothes when you are shopping?

- Definitely yes (1)
  - Probably yes (2)
  - Might or might not (3)
  - Probably not (4)
  - Definitely not (5)
- 

Q21 After taking this survey, would you consider making a change in your purchasing habits?

- Definitely yes (1)
- Probably yes (2)
- Might or might not (3)
- Probably not (4)
- Definitely not (5)

---

Q22 After taking this survey, would you consider investing in a small amount of higher quality clothes rather than buying a large amount of cheaply made ones?

- Definitely yes (1)
  - Probably yes (2)
  - Might or might not (3)
  - Probably not (4)
  - Definitely not (5)
- 

Q23 After taking this survey, would you consider buying less from fast fashion suppliers and more from thrift stores?

- Definitely yes (1)
  - Probably yes (2)
  - Might or might not (3)
  - Probably not (4)
  - Definitely not (5)
-

Q24 Had you heard of the term fast fashion before this survey?

- Definitely yes (1)
  - Probably yes (2)
  - Might or might not (3)
  - Probably not (4)
  - Definitely not (5)
- 

Q25 What is your age group?

- 18-24 (1)
  - 25-34 (2)
  - 35-44 (3)
  - 45-54 (4)
  - 55-64 (5)
  - 65-74 (6)
  - 74 (7)
- 

Q26 Are you in school?

- Yes (1)
- No (2)

*Skip To: Q29 If Are you in school? = No*

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Q27 What year are you enrolled in?

- Freshman (1)
  - Sophomore (2)
  - Junior (3)
  - Senior (4)
  - Graduate Student (5)
  - Other (6) \_\_\_\_\_
- 

Q28 Do you attend the University of Arkansas? If not, specify what school you attend.

- Yes (1)
  - No (2) \_\_\_\_\_
- 

Q29 What is your gender?

- Male (1)
  - Female (2)
  - Non-binary (3)
  - Other (4)
  - Prefer not to respond (5)
-

Q30 Where are you from?

- Arkansas (1)
- Oklahoma (2)
- Texas (3)
- Missouri (4)
- Kansas (5)
- Other (6) \_\_\_\_\_

End of Block: Default Question Block

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